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### **Fresh meat closer to mandatory birthplace labelling**

Birthplace indications on fresh meat from pigs, chickens, goats and sheep are a step closer to being an EU legal obligation after the European Parliament's Environment, Public Health and Food Safety Committee (ENVI) voted today. The resolution<sup>1</sup> now needs majority approval from the full house of MEPs.

This progresses the original text which only required labelling of the countries where rearing and slaughtering took place, neglecting birthplace.

Monique Goyens, Director General of BEUC, commented:

"Consumers wish to know exactly where the meat on their plate comes from. This is now being heard in the European Parliament. The 90% of consumers who want to know the origin of their meat are not interested in partial information, they want the full picture.

"If we are to restore trust in the food sector, and more specifically in meat, there is no reason why consumers should only be given a partial idea of the origin of their meat.

"Beef prices did not climb after the labelling of the country of birth, rearing and slaughter became compulsory. So the Commission's claim that prices will hike if the same model is applied to other types of meat rings a little hollow.

"Our eyes are now on the plenary vote. We urge the whole Parliament to follow suit and prompt the Commission to come up with a law which breaks the mystery behind meat."

#### **Note:**

1. [Motion for a Resolution](#) on the draft Commission regulation concerning the country of origin or place of provenance for fresh, chilled, and frozen meat of swine, sheep, goats and poultry.

See our new infographic 'Know where your meat comes from' <http://bit.ly/1apvxE4>  
See also our report 'Where does my food come from?', Jan 2013: <http://bit.ly/1fofmaP>